The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A display device comprising:

a pixel portion comprising a first thin film transistor over a substrate; and

a switching regulator comprising:

a switching regulator control circuit comprising a second thin film transistor formed over the substrate; ~~and~~

a switching element ~~packed on a FPC, and~~ driven according to an output signal from said switching regulator control circuit to raise or lower a voltage; and

a capacitor electrically connected to the switching element,

wherein the switching regulator control circuit is electrically connected to the capacitor for receiving the voltage charged in the capacitor.

2. (Currently Amended) A display device comprising:

a pixel portion comprising a first thin film transistor over a substrate; and

a switching regulator comprising:

a switching regulator control circuit comprising a second thin film transistor formed over the substrate; [[and]]

a switching element packed on the substrate, and driven according to an output signal from said switching regulator control circuit to raise or lower a voltage; and

a capacitor electrically connected to the switching element,

wherein the switching regulator control circuit is electrically connected to the capacitor for receiving the voltage charged in the capacitor.

3. (Currently Amended) A display device comprising:

a pixel portion comprising a first thin film transistor over a substrate; and

a switching regulator comprising:

a switching regulator control circuit comprising a second thin film transistor formed over the substrate; [[and]]

a switching ~~element,~~ element;

an ~~inductor,~~ inductor;

a ~~diode~~ diode; and

a smoothing capacitor ~~packed on a FPC~~ electrically connected to the switching element,

wherein said switching regulator control circuit comprises:

a voltage feed back circuit ~~which feeds back a voltage of said smoothing capacitor~~ electrically connected to the smoothing capacitor for receiving a voltage charged in the smoothing capacitor; and

a duty control circuit which controls a switching duty of said switching element.

4. (Canceled)

5. (Previously Presented) A display device according to claim 3, wherein said inductor, said diode, and said smoothing capacitor are packed on said substrate.

6. (Original) A display device according to claim 3, wherein said switching element is made up of a thin film transistor.

7. (Currently Amended) A display device comprising:

a pixel portion comprising a first thin film transistor over a substrate; and

a switching regulator comprising:

a switching regulator control circuit comprising a second thin film transistor formed over the substrate; [[and]]

a switching element ~~packed on a FPC, and~~ driven according to an output signal from said switching regulator control circuit to raise or lower a ~~voltage,~~ voltage; and

a capacitor electrically connected to the switching element,

wherein the switching regulator control circuit is electrically connected to the capacitor for receiving the voltage charged in the capacitor, and

wherein said switching regulator control circuit uses an analog signal.

8. (Original) A display device according to claim 7, wherein said switching regulator control circuit comprises a reference voltage source, an error amplifier circuit, a triangle wave generation circuit, and a PWM comparator.

9. (Currently Amended) A display device comprising:

a pixel portion comprising a first thin film transistor over a substrate; and

a switching regulator comprising:

a switching regulator control circuit comprising a second thin film transistor formed over the substrate; [[and]]

a switching element ~~packed on a FPC, and~~ driven according to an output signal from said switching regulator control circuit to raise or lower a voltage; and

a capacitor electrically connected to the switching element,

wherein the switching regulator control circuit is electrically connected to the capacitor for receiving the voltage charged in the capacitor, and

wherein said switching regulator control circuit uses a digital signal.

10. (Original) A display device according to claim 9, wherein said switching regulator control circuit comprises an AD converter circuit, a nonvolatile memory, a CPU, and a pulse generation circuit.

11. (Previously Presented) A display device according to claim 1, wherein a plurality of switching regulator control circuits are formed over the substrate.

12. (Previously Presented) A display device according to claim 2, wherein a plurality of switching regulator control circuits are formed over the substrate.

13. (Previously Presented) A display device according to claim 3, wherein a plurality of switching regulator control circuits are formed over the substrate.

14. (Previously Presented) A display device according to claim 7, wherein a plurality of switching regulator control circuits are formed over the substrate.

15. (Previously Presented) A display device according to claim 9, wherein a plurality of switching regulator control circuits are formed over the substrate.

16. (Original) A display device according to claim 1, wherein said display device is a liquid crystal display device.

17. (Original) A display device according to claim 2, wherein said display device is a liquid crystal display device.

18. (Original) A display device according to claim 3, wherein said display device is a liquid crystal display device.

19. (Original) A display device according to claim 7, wherein said display device is a liquid crystal display device.

20. (Original) A display device according to claim 9, wherein said display device is a liquid crystal display device.

21. (Original) A display device according to claim 1, wherein said display device is an EL display device.

22. (Original) A display device according to claim 2, wherein said display device is an EL display device.

23. (Original) A display device according to claim 3, wherein said display device is an EL display device.

24. (Original) A display device according to claim 7, wherein said display device is an EL display device.

25. (Original) A display device according to claim 9, wherein said display device is an EL display device.

26. (Previously Presented) A display device according to claim 1, wherein the display device is applied to electronic equipment selected from the group consisting of a digital camera, a notebook type personal computer, a PDA, a DVD player, a folding portable display device, a watch type display device and a mobile telephone.

27. (Previously Presented) A display device according to claim 2, wherein the display device is applied to electronic equipment selected from the group consisting of a

digital camera, a notebook type personal computer, a PDA, a DVD player, a folding portable display device, a watch type display device and a mobile telephone.

28. (Previously Presented) A display device according to claim 3, wherein the display device is applied to electronic equipment selected from the group consisting of a digital camera, a notebook type personal computer, a PDA, a DVD player, a folding portable display device, a watch type display device and a mobile telephone.

29. (Previously Presented) A display device according to claim 7, wherein the display device is applied to electronic equipment selected from the group consisting of a digital camera, a notebook type personal computer, a PDA, a DVD player, a folding portable display device, a watch type display device and a mobile telephone.

30. (Previously Presented) A display device according to claim 9, wherein the display device is applied to electronic equipment selected from the group consisting of a digital camera, a notebook type personal computer, a PDA, a DVD player, a folding portable display device, a watch type display device and a mobile telephone.

31. (New) A display device according to claim 1, wherein the switching element and the capacitor are packed on a FPC.

32. (New) A display device according to claim 3, wherein the switching element, the inductor, the diode, and the smoothing capacitor are packed on a FPC.

33. (New) A display device according to claim 7, wherein the switching element and the capacitor are packed on a FPC.

34. (New) A display device according to claim 9, wherein the switching element and the capacitor are packed on a FPC.